

Why OpenOffice.org



OpenOffice.org
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John McCreesh
Marketing Project

jpmcc@openoffice.org
<http://www.mealldubh.org>

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Why OpenOffice.org?



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Good afternoon. My name is John McCreesh. I live in Edinburgh in Scotland and that's my email address and blog on the screen.

I've spent most of my working life in IT. I became interested in open-source during the dot-com era. I started the phpMyEdit project on SF in 2000 and it's still active today. I started working in the OOo Marketing Project over four years ago. I was elected co-Lead of the Marketing Project for two years before becoming Lead in May 2006.

The topic of my talk is "Why OpenOffice.org", which is the MP theme for this year. We are here to promote OpenOffice.org the product, and also OpenOffice the community.

So, we have two Why questions to answer, and here they are:

Why OpenOffice.org



Why contribute to the community?

- individual volunteers
- corporate sponsors

Why use the software?

- OOo = Oh! Oh! Oh!
- trigger points
- native-language
- counter marketing
- two visions of the future



Why OpenOffice.org?



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Why should anyone devote their time and effort to working for OpenOffice.org rather than walking the dog, playing football, getting drunk, or saving whales?

Why should governments and companies spend taxpayers' or shareholders' money on something they don't own?

<click>

And then the killer question - your boss, your kids, the guy you play golf with, says to you "why should I use OpenOffice.org"? It's a casual question - you have ten seconds to answer before their eyes glaze over. Can you do it? I'll come back to this question later on. However, the MP says there are definitely some right answers, and some wrong ones.

But let's start with the first question, first part. Most of us spend considerable amounts of time, effort, energy, money, on OpenOffice.org. Why do we do it? How do you explain to your partner that you are going to spend another evening on that damn computer? or that you're going off for three days to some damn conference leaving him/her to look after the kids?

Simon Phipps - Sun's open-source guru - gave a theoretical answer in his blog. Why do we do it?

Individuals



Each member is responsible for covering their own costs, and because of that there's a level playing field for all participants, and use without contribution is also OK

Blog, Simon Phipps

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Simon says we do it for what we get out of it.

He goes on to say that if everyone who has contributed has already been fully rewarded for doing so, then there's no reason for anyone using the software to feel guilty that they're using without contributing.

That may be true from an academic economics viewpoint, but from a marketing perspective I'd rather keep it quiet - guilt is good :-). From a conversation with Simon yesterday, I think he may have repented of this position too.

I'd like to know why we all do what we do for OpenOffice.org. We need more volunteers - one of the best ways to encourage people is to show them what people do and why. If you're really enthusiastic about the software and can show them what you use it for, they're more likely to try it.

Similarly, if we can share your stories, we can get more people involved.

I'd like you to fill out a questionnaire and put it in the Why box you'll find at reception...

Your 'why'



What do you do for a living (optional)?

What do you do for OpenOffice.org?

On average, how much time do you spend on OpenOffice.org per week?

What do you get out of it? **Why do you do it?**

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If you want to leave them anonymous, that's fine. If you don't want what you write to end up in marketing material, that's fine too.

And as a taster, here's mine. I'd like to answer in a roundabout way. This is the kind of email that I like receiving:

My “why”



“Our website is an animal welfare site which provides information and resources for animal welfare issues. I use OpenOffice.org software to produce our educational leaflets, etc. I have recommended it to regional animal welfare groups as well.

“Thank you for your **dedication to open-source technology and improving our world. You enable people like me and groups like ours to function effectively on a shoestring budget.** We are a 501(c)3 and all donated funds go towards animal welfare.”

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This email wasn't sent to me. I read it, but it was sent to all you in this audience.

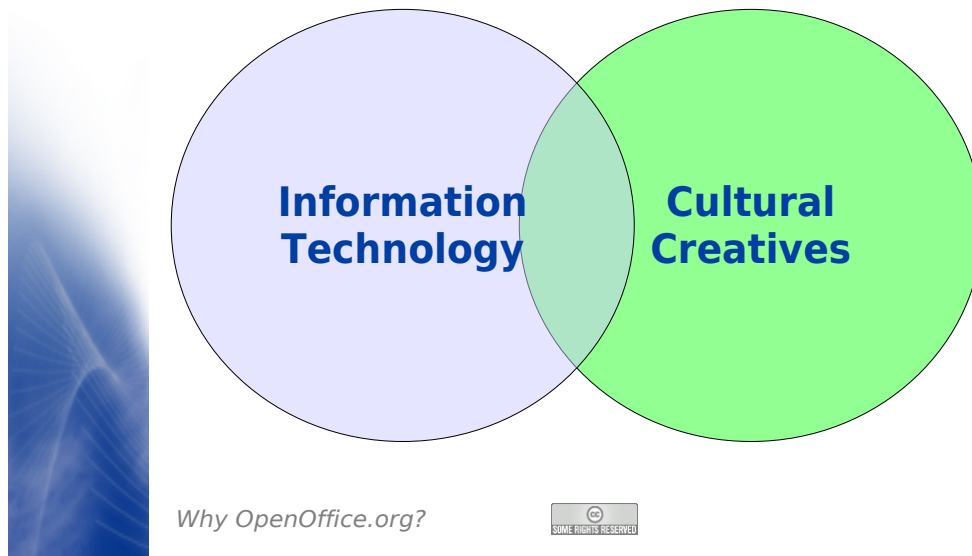
OK, I have a dog, but I'm not particularly an animal rights person. But there are millions of people out there who are trying to make the world a better place. Usually for little or no financial reward. We give them software that is just as good as the software used by the biggest corporations in the world.

Politicians talk about digital exclusion - people can't afford PCs, access to the internet, desktop software. If you can't word process documents, if you can't produce a presentation, you don't exist. For me, OpenOffice.org drives desktop digital inclusion - and I think that's great.

Another typical excerpt:

Awesome job, I really appreciate what each and every person involved had accomplished; I also applaud Sun for giving us this opportunity.

My “why”



OpenOffice.org is where the world of ‘geeks’ meets the world of ‘cultural creatives’.

Paul Ray and Sherry Anderson, "Cultural Creatives: How 50 Million People are Changing the World" 50 million out of 300 million in the USA. They wouldn't be seen dead with McDonald's in their cars, yet they have Microsoft on their desktops.

Cultural creatives: Buy food at farmers' markets, definitely no GM, drinks and chocolate all fair trade. Likely to be involved in voluntary activist groups, make poverty history. Want access to nature, very concerned about global warming, green tourism, no package holidays. Hate junk TV, advertising, rampant consumerism, junk foods.

Peter Brown of the FSF is kicking off a campaign to spread the FSF message outwith the ghetto this month - these are the people he should be talking to.

Let's go on to corporate bodies - governments, public administrations, companies. Why OpenOffice.org? this one's easy...

A resource becomes a commodity ... when it is readily available to all competitors and therefore provides no lasting distinction to any one company.

Think of Microsoft Office. No company gains an edge by buying a license to use Office —it's a commodity input shared by most companies.

Does IT Matter, Nicholas G Carr

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...it's economics, stupid.

Does IT Matter?: Information Technology and the Corrosion of Competitive Advantage by Nicholas G. Carr, published by Harvard Business School Publishing. Nicholas Carr stirred up a fury in the world of IT by suggesting that corporations were wasting a fortune on IT systems. Software salesmen are selling them competitive advantage from commodity products. You will gain new customers if you have a better word processor. Your share price will rise if you buy our spreadsheet. I don't think so.

Much software today is a commodity. Like electricity. You're stuck if you haven't got it; but having it doesn't get you any competitive advantage. You need to get it as cheaply as possible. And the cheapest way to get software is through co-operation, through open-source.

There is nothing new in this. There is a mythology that this open-source stuff started with long haired hippy communist types in California in the 1990's. Nonsense. The earliest example of open-source was firmly in corporate IT, and its birth was facilitated by the epitome of corporate IT, big blue IBM...

Corporations then...



In August 1955 the 17 organisations running IBM 704s formed a user group called SHARE.

By the first anniversary, they had 700 open-source programs.

They saved “of the order of 1.5 million US Dollars”.

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In the 1950's a typewriter company called IBM had a business selling mainframes. Basically you got the hardware and that was it. Nothing. No system software, no utilities, none of the commodity stuff you need to get going. So IBM got a group of users together and encouraged them to share the load of writing these utilities.

I don't know what 1.5 million dollars in 1955 is worth now. in 1955 the IT profession recognised open-source was the way forward. So why did it all go wrong?

Not because there was anything wrong with the business model, it just wasn't scaleable. OK for a small group in the US to swap punched cards, but it just didn't scale.

In the 1950s, the economics were right for open-source, but they didn't have the technology

“We have the Technology”



Internet / Personal Computers

- software development
- software distribution

“SourceForge toolkit”

- mailing lists, version controlled source repositories, issue trackers...

It works

- CPAN: ten thousand reusable components in millions of lines of code, written by several thousand contributors over ten years.

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Clearly, that has now all changed. We have PCs, we have the internet, we can distribute software at zero-cost. We have all the tools that you find in places like SourceForge - listman, bugzilla, cvs, wikis...

And we have examples that show it can work - the Comprehensive Perl Archive Network.

So, in the 50s, we had the economics - 1.5 million US dollars - but the technology wasn't scaleable.

Now, we have the scaleable technology. But do we still have the economics?

UK FTSE-100 Companies

- employ 3.5 million people
- spend £500m-£1,000m pa on commodity software from an effective monopoly supplier

The alternative

- funding 10 open-source developers each would cost in the order of £75m pa in total
- no need to pay for commodity licences again

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You bet we do. here's a back of an envelope example from the UK. That's one heck of an economic force. So why aren't corporates falling over themselves to get into open-source?

Well, in some areas they are. Let's look at the linux kernel. The holy of holies, the ark of the covenant for open-source people. Two years ago Andrew Morton gave some very interesting figures:

One example



Linux Kernel

- 1,000 contributors
- 100 corporate sponsored employees contribute 97% of changes
- 20 of those contribute about half

Andrew Morton, 2004

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This is the Linux kernel. This is the finest achievement of open-source. It's now almost wholly corporate sponsored.

As a diversion, OpenOffice.org gets a terrible press among open-source extremists because of Sun's involvement. I don't know how many Sun employees work on OpenOffice.org, but I would guess it's not a million miles away from this.

I digress. The bottom line is:

Why for Corporates?



Companies mining the open source vein aren't taking the high road but rather ruthlessly applying a competitive advantage

*There is no open-source community,
John Mark Walker*

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John Mark Walker got a lot of flack for this article on O'Reilly. He argued that a lot of the Free Software Foundation philosophy was actually a hindrance to open-source adoption by corporates.

IDC report published in July 2006 "open source-software is being used by 71 percent of the developers in the world and is in production at 54 percent of their organizations."

Let's summarise the "Why Contribute" piece of this talk:

Why contribute?



Individuals

- because they want to

Corporates

- because they must

Why OpenOffice.org



Why contribute to the community?

- individuals
- corporates

Why use the software?

- OOo = Oh! Oh! Oh!
- trigger points
- native-language
- counter marketing
- two visions of the future

Why OpenOffice.org?



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Let's turn to the second why question - why use the software? Remember the friend on the golf course question - "Why should I use this OpenOffice.org thing". You have ten seconds before he gets that sleepy look ...

No! No! No!



OpenOffice.org uses an open XML file format adopted as ISO/IEC 96300

OpenOffice.org is licenced under the LGPL

OpenOffice.org is multi-platform including 64 bit

OpenOffice.org is open-source

OpenOffice.org is produced and supported by a virtual community

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These are all very true, but they are also all very uninteresting to your friend on the golf course.

Marketing people would say these are features of the software or of the community. What people are interested in is the benefits they receive from using the product or joining the community.

These will vary from person to person. The average home user doesn't know what an operating system is, so telling them OpenOffice.org is available on multiple operating system is no help.

So, back to your five minutes on the golf course. The MP has a visual aid to help you explain "why OpenOffice.org?" All you have to do is remember the mnemonic - OOo - OpenOffice.org

Oh! Oh! Oh!

**OpenOffice.org**

Great software...easy to use...and it's free!

OpenOffice.org

Oh! Great software!

Oh! Easy to use!

Oh! and it's free!

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Each “Oh” in OOo represents one of the key benefits

Each “Oh” is how surprised people are when they hear about them

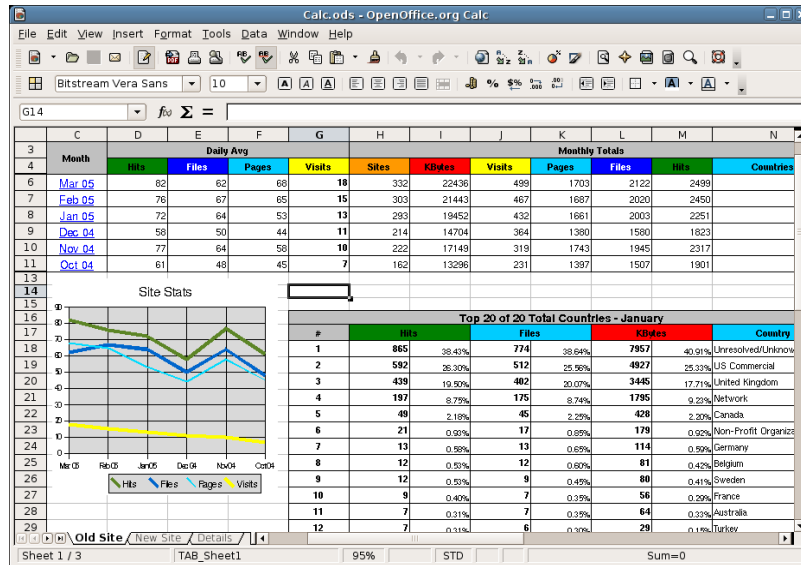
Maybe we could have a song...

OpenOffice.org

Oh!

Oh!

Oh!



Calc - great numbers

The main benefit is that OOo is great software. It does everything that people need. This sequence shows:

Oh - that looks like Excel

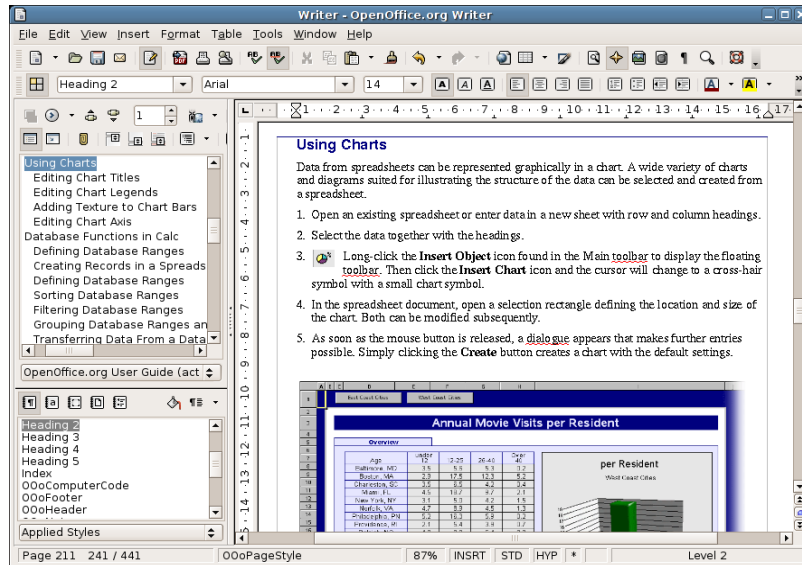
Oh - that's a basic spreadsheet - I know what that is

Oh - that looks pretty complicated - this is great software

Oh!

Oh!

Oh!



Writer - great words

And again for Writer:

Oh - that looks like Word

Oh - that's a basic document - I know what that is

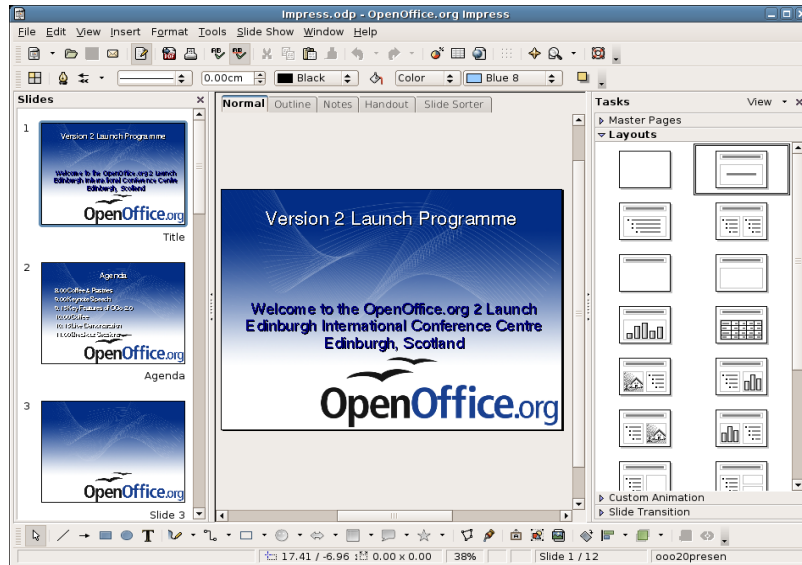
Oh - that looks pretty complicated - this is great software

OpenOffice.org

Oh!

Oh!

Oh!



Impress - great slides

And as we're doing everything in threes, here's Impress

Oh - that looks like Powerpoint

Oh - that's a basic presentation - I know what that is

Oh - that looks pretty complicated - this is great software

OpenOffice.org



Easy to use!

OpenOffice.org



and it's free!

Oh! **Oh!** **Oh!**



Great software...easy to use...and it's free!

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Oh - it's great software -people are suspicious of free stuff. You get what you pay for. You have to hit them first of all with the quality of the product

Oh - it's easy to use - most people are terrified of change, terrified of computers - ask them to change something on their computer and they are terrified squared. Those who aren't terrified are lazy. You have to convince them it's easy

Oh - and it's free. Yes, we do mean free. You don't have to pay for it. You can give it away. So why not try it?

OK, so that was a little amusement. I'll post it on the conference site if anyone wants to play with it.

However, the thinking behind it is going to go on show on...



why.openoffice.org. We have had complaints for years that our website does not sell the product. It doesn't even tell you what OOO is unless you dig for it.

why is an attempt to change that - this is a shot of a concept put together by André Wyrwa and the Art project.

However, although OOO is great, Oh its easy to use, oh and it's free - this is not enough to make your friend on the golf course use it. Why?

The commodity trap



Existing office software users

- Microsoft Office
- Mature Product
- 80% only use 20% of the functionality
- Probably got it 'for free' (OEM bundle, pirate - 35%)
- Good Enough

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Chances are he's got MS-Office on his PC, and it does the job. What we need is a trigger point

Trigger points



New office software users

- buying a new PC
- first-time office software buyer
- first-time PC user

Current users

- 'pirates'
- 'end-of-life' upgraders

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...something that forces them to make a decision. I'd like to look at the first group of these:

Importance of Languages



Most of the estimated 1,000 million PCs which will be in use in 2010 have not been made yet

Most of these will be used by people for whom English is not their Mother Language

There are 6,000 languages in the world

Most of the world's languages are not yet supported by office software

Why OpenOffice.org?



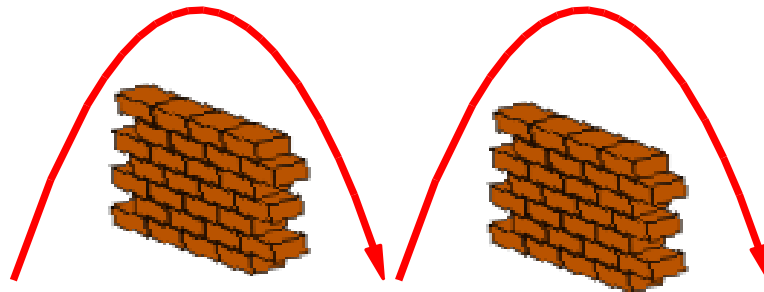
27

and talk a bit about languages. At OOoConf two years ago we announced a target of being on 40% of the world's desktops by 2010.

Let's do a little diversion into the importance of language, particularly for desktop applications...

Two Barriers to IT

Why should I have to learn a foreign language before I use a computer?



Foreign Language

Computer Skills

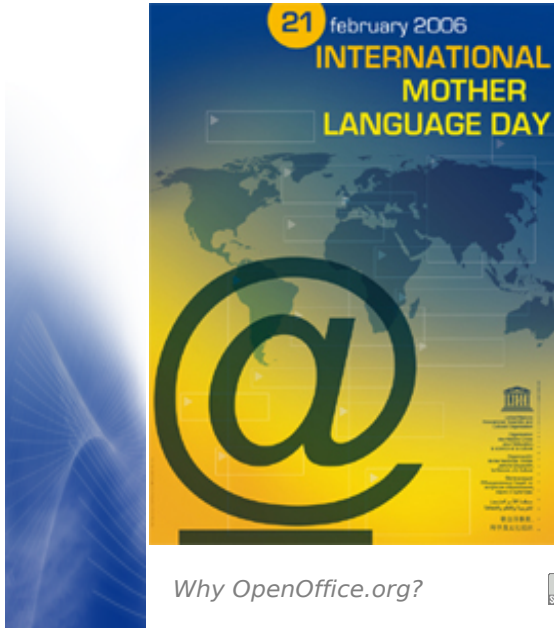
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This is a good question ...but it's not just software - it's all the other stuff around it - the training materials, the local language support. It's the whole Native Language Project piece which we in OpenOffice.org do so well. There's one date that should be in everyone's diary...

21 February



UNESCO's International Mother Language Day 2006 was devoted to the topic of **languages and cyberspace**

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This is the year of the translators, the Native Language community. We often focus on adding features. And we do add them. 2.0.3 you can now put names against more objects. There are not many people who were prevented using OOo because of that, but ...

Top Ten Languages



1. Mandarin Chinese - 1,000 million
2. Hindi/Urdu - 600 million
3. English - 500 million
4. Spanish - 350-400 million
5. Russian - 275 million
6. Arabic - 260 million
7. Bangla/Bengali - 210 million
8. Portugese - 175 million
9. Malay/Indonesian - 170 million
10. French - 130 million

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There are 210 million potential users waiting for a Bangla translation.

Mother Language support - Native Language Projects - are absolutely key to us being on 400 million desktops by 2010. In UNESCO's Year of Mother Languages in Cyberspace, let's celebrate the work of the Native Language Confederation.

OK, back to the script

Trigger points



New office software users

- buying a new PC
- first-time office software buyer
- first-time PC user

Current users

- Piracy
- Enforced upgrades

Why OpenOffice.org?



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Back to our friend on the golf course, who of course has a copy of MS-Office on his PC. What will persuade them to change? Well, Microsoft's advertising budget is enormous - let's see how we can use some of it to sell OOo

'Blind-eye' Microsoft policy (China in 1998)

Complex licencing mechanisms

Rampant piracy

Payback time

- World Trade Organisation
- Rewards for Informers
- Publicity
- Technology

Why OpenOffice.org?



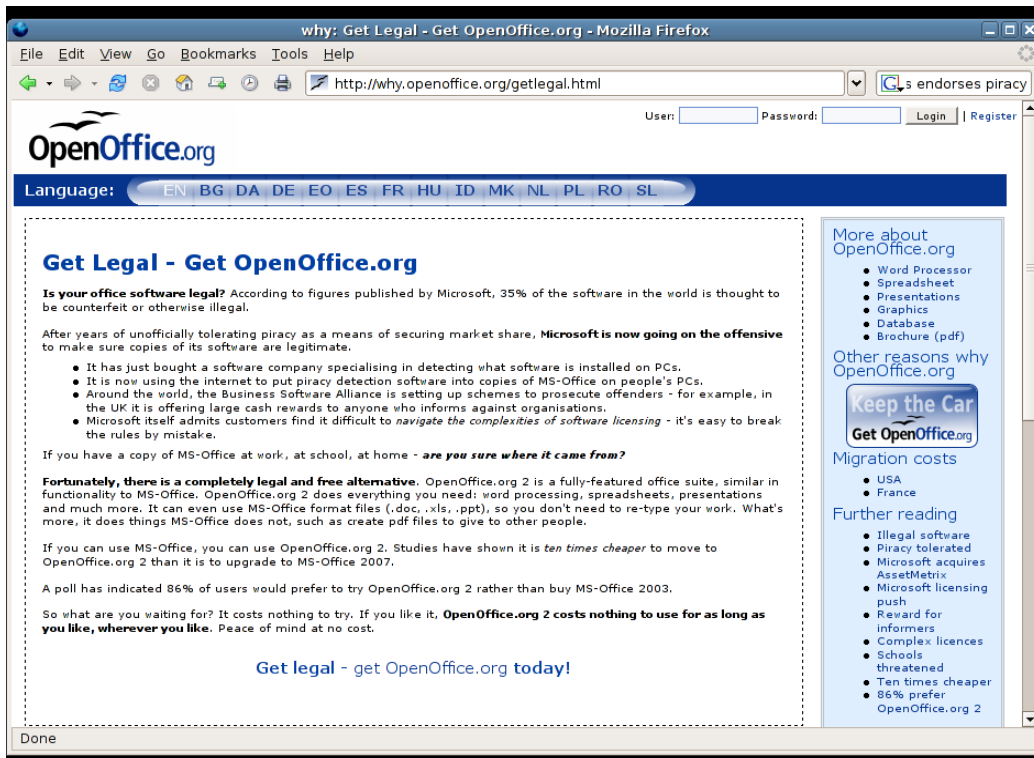
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Although about three million computers get sold every year in China, people don't pay for the software. Someday they will, though. And as long as they're going to steal it, we want them to steal ours. They'll get sort of addicted, and then we'll somehow figure out how to collect sometime in the next decade.

Bill Gates, May 1998.

We are now in the next decade.

As a proponent of open-source software, I am 100 percent and more in favour of commercial software vendors clamping down on software pirates with the full rigour of the law. Why should honest open-source developers face cut-price competition because Microsoft is too lazy to pursue pirates? I am delighted that they are spending a fortune telling people to stop being pirates - we can use that to propose an alternative:



This is counter-marketing - piggy-backing on other people's advertising campaigns to sell a rival product. It's really annoying. So, ask your friend on the golf course if he's worried about ending up in court.

Another group of people reaching a trigger point are

Enforced Upgraders



OpenOffice.org 2 closed the gap on MS-Office

- Same functionality (80:20)
- Use legacy file formats
- Close enough look and feel

Product convergence

- let's upgrade

Why OpenOffice.org?



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I'd like to talk a bit about MS-Office. No, I'd like to talk a lot about MS-Office. This was a change in tack for the MP this year.

OOo 2 reached convergence. So, we need to put clear blue water between ourselves. In fact, both OOo and MS-O reached the same conclusion. How we went about it was fascinating.

OpenOffice.org vision



OpenOffice.org 2

- OpenDocument Format
 - OASIS Standard
 - ISO/IEC 26300
- Technical feature - IT professionals
- Governments, Public Administrations, Corporates

Prime mover advantage

- open standard, but
- OpenOffice.org is the reference implementation

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Microsoft vision



MS-Office

- MS-Office 12 -> MS-Office 2007
- “new and quite engaging user interface”
- Consumer feature
- End users

Secure control of the desktop

- reinforces “10 years behind” claims
- OpenOffice.org into catch-up
- Are Sun Microsystems in this for the long haul?

Why OpenOffice.org?



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...

This was a big gamble for MS. It delayed their launch by at least 18 months.

Microsoft's gamble



Change is dangerous:

- “Wordstar 2000 had an entirely new interface ... because the new interface required so much relearning, users switched to other products...”

Microsoft's marketing is fallible:

- “Microsoft's three attempts to produce Windows were mirrored by an equal number of attempts to produce application software”

*From Airline Reservations to Sonic the Hedgehog
Martin Campbell-Kelly*

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In 1984 MicroPro was the biggest player in the wordprocessor market, with WordStar having about a quarter of the market. With one 'look and feel' upgrade, they lost it to WordPerfect 4.0 and never recovered.

WordPerfect went on to get 80% of the market in 1990 before Microsoft used their control of Windows 3.0 to kill them off over the next five years.

Microsoft *can* make marketing mistakes ... and analyst reaction to MS-Office 2007 was not good...

A step too far?



"When you introduce something new, it disrupts, and this increases things like help desk costs and employee downtime. So, to get to the benefits that come with this, they have to get past whatever retraining will be needed around the new user interface and any hardships around the new file format, which are always disruptive. These are two big hurdles Microsoft has to get around."

Joe Wilcox, Jupiter Research

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...

even better, there's independent evidence that migration to OOO is now actually a cheaper option:

The wrong upgrade



“Migrating to OpenOffice.org 90 per cent cheaper than to Microsoft Office 12”

Computerworld Vol. 11 Issue 23

“The French tax agency claims that upgrading its 80,000 desktops to Office XP would cost €29.5m, but switching to OpenOffice.org only €200,000”

ZDNet UK November 09, 2005

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You will be hearing a lot more about this. The more Microsoft tell people to upgrade, the more we will tell them it's the wrong upgrade. Counter-marketing again.

For example, when Microsoft announced a test drive, so did we:

why: Take the test drive - keep the car - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://why.openoffice.org/keepthecar.html

User: jpmcc Password: ***** Login Register

OpenOffice.org

Language: EN BG DE ES FR ID

Take a Test Drive - Keep the Car!

Microsoft offers you a "test drive" so that you can see what Microsoft Office 2007 might look like when it finally goes on sale.

The OpenOffice.org Community invites you to go one better - download a fully-functional, legal copy of the OpenOffice.org 2 office suite today for a test drive. If you like it, use it free for as long as you like. We say it's the ultimate no-strings-attached test drive - **if you enjoy the test drive, keep the car!**

- Like Microsoft Office, OpenOffice.org 2 is a complete office suite, with a **word processor, spreadsheet, presentations, drawing, and database.**
- Like Microsoft Office, OpenOffice.org 2 will happily use all your existing office files in MS-Word, MS-Excel, and MS-Powerpoint format
- Unlike Microsoft Office, OpenOffice.org 2 is free of charge to use for any purpose: domestic, educational, government, commercial
- Unlike Microsoft Office, you don't have to worry that you may be taken to court to prove you have a valid licence
- Unlike Microsoft Office, OpenOffice.org 2 includes valuable extra features, such as the ability to create pdf files
- Unlike changing to Microsoft Office 2007, changing to OpenOffice.org 2 does not require you to learn how to use your software all over again. Indeed, reports have shown migration to OpenOffice.org 2 is 90% cheaper than migrating to Microsoft Office 2007.

So, why waste time "test-driving" an artist's impression of Microsoft Office 2007, when you can test drive the real alternative today - OpenOffice.org 2.

So what are you waiting for? It costs nothing to try. If you like it, **OpenOffice.org 2 costs nothing to use for as long as you like, wherever you like.** Everything you need from your office software, at no cost.

[Take a test drive - get OpenOffice.org today!](#)

More about OpenOffice.org

- Word Processor
- Spreadsheet
- Presentations
- Graphics
- Database
- Brochure (pdf)

Other reasons why OpenOffice.org

Get Legal
Get OpenOffice.org

Further reading

- Check out OpenOffice.org
- Office 2007 - a big upheaval
- Ten times cheaper

GET
OpenOffice.org

Done

Let's make no mistake...

The stakes are high



Microsoft wins

- OpenOffice.org 3 will be forced into permanent catch-up mode
- Sun Microsystems will withdraw from the contest

OpenOffice.org wins

- OpenDocument Format becomes the de-facto desktop standard
- Trojan Horse for other open-source software

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I've only two slides left, so with this picture of the marketplace, let's return to the original question - why get involved in this OpenOffice.org stuff anyway?

Why OpenOffice.org?



Next few years critical to the software industry

- return commodity software development to its roots as a co-operative venture
- users own their data, not application vendors
- bring essential software tools to every language group that wants it
- challenge the most successful monopoly since the British East India Company

Why OpenOffice.org?



OpenOffice.org is changing the world

Anyone can help



Why OpenOffice.org?



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OpenOffice.org is changing the world. It's changing the world of IT; it's also ending the digital desktop divide. When Campbell-Kelly writes his next edition of the history of the software industry, we'll have several chapters all to ourselves.

Enjoy it.

Thank you and any questions?